

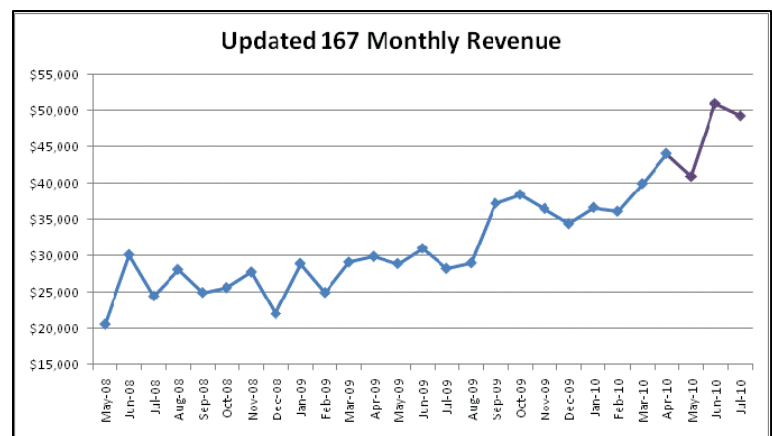
Commuters see additional HOT lane improvements that help traffic *and* the bottom line

To supplement the SR 167 HOT Lanes Pilot Project Second Annual Performance Summary WSDOT compiled updated information on monthly revenue and additional work currently underway.

Monthly revenue expected to exceed operating expenses

Over the last three months, revenue has increased by 88 percent compared to a similar period in 2008.

WSDOT is working to reduce expenditures by adjusting enforcement, transaction processing and operational costs. WSDOT expects revenues to exceed operating expenses by Spring 2011.



Public understands signage and operations better each year

During the 2010 legislative session, the Washington State Legislature directed WSDOT to evaluate how well the public understands the existing signs and pavement markings (striping). Any identified weaknesses are to be improved. Toward these ends, WSDOT is using a three-pronged approach.

1. *Survey* – WSDOT conducted telephone and on-line surveys in July 2010. When all SR 167 users were asked about the existing HOT lane signage, **more than 70 percent indicated they could understand the signs.**
2. *Driver Behavior* – The University of Washington is helping evaluate the effectiveness of existing signing and striping by **examining driver behavior.** The study is expected to be complete in December 2010.
3. *Education* – Public education is ongoing. WSDOT's mobile *Good To Go!* Customer Service Center will make a three-day weekend **appearance at the Puyallup Fair**, September 18th, 19th and 20th. The information campaign will feature public posters, gas station tank toppers, and *Good To Go!* recyclable grocery bags with HOT lanes how-to guides inside. The *Good To Go!* website features updated links and information to help customers understand the SR 167 HOT Lanes better.